

Minutes of
CHEROKEE COUNTY
TOURISM DEVELOPMENT AUTHORITY
October 27, 2011

The Cherokee County Tourism Development Authority met at 8:00 a.m. on October 27, 2011 in the meeting room of the RBC Bank.

Members present were Eric Carlson, Gil Hargett, Danny Slucher, Karen Nash, Callie Moore, David Wood and Phylis Blackmon. Candy Roberts was absent. Guests present were Erika Wood.

The meeting was called to order by Chair, Eric Carlson. After a moment of silence and the pledge to allegiance, motion was made by Gil Hargett, seconded by Karen Nash, and unanimously adopted, to approve the minutes dated September 8, 2011 and September 13, 2011. Motion was made by Karen Nash, seconded by Danny Slucher, and unanimously adopted, to approve the agenda.

After discussion, motion was made by Karen Nash, seconded by Gil Hargett, and unanimously passing instructing Eric Carlson to write a letter to NC Cooperative Extension in appreciation for the excellent services of Doug Clement, Keith Wood and Donna Ware in the development of the TDA strategic plan.

Next was a discussion of a possible business license for businesses required to collect occupancy tax, with a low fee, but a stiff penalty for non-compliance, with perhaps a waiver of the fee if the business is required to have a business license for another unit of government. No motion was made but there was general agreement to pursue this issue. David Wood pointed out that he will abstain from voting on this issue if a motion is made in the future.

Phylis Blackmon submitted a request for \$72.69 in office supplies for the Cherokee County Welcome Center. Motion was made by Danny Slucher, seconded by Gil Hargett and unanimously adopted, to approve the request.

Phylis Blackmon mentioned the Smoky Mountain Host marketing meeting to be held on October 31, but no one was available to attend.

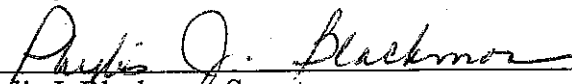
The next item on the agenda was a continued discussion of the development of the strategic plan.

After discussion, motion was made by Gil Hargett and seconded by Danny Slucher to spend \$250.00 as a sponsor of the Possum Drop. The motion passed, with six voting in favor, and one opposed.

Gil Hargett discussed concerns he has about the impact on tourism by the decision of several local convenience stores to not sell the Cherokee Scout. No action was taken by the Authority, but some members offered to have discussions with convenience store owners.

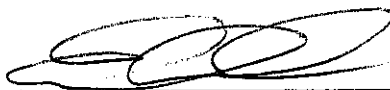
There was unanimous agreement to the changes suggested by Callie Moore in the statement of the strategic plan.

There being no further business, the meeting was adjourned at 10:10.



Phyllis J. Blackmon, Secretary

APPROVED:



Cherokee County Chamber of Commerce and Welcome Center

Items needed for Welcome Center as of October 27, 2011

Avery labels box of 3000	\$28.81 (2/3 WC)	\$ 19.21
Copy & Print paper 8 1/2x11	\$42.59 (1/2 WC)	\$ 21.30
Ink for printer	\$64.36 (1/2 WC)	<u>\$ 32.18</u>
Total		<u>\$ 72.69</u>